



# USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/28 thru 12/04.

(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

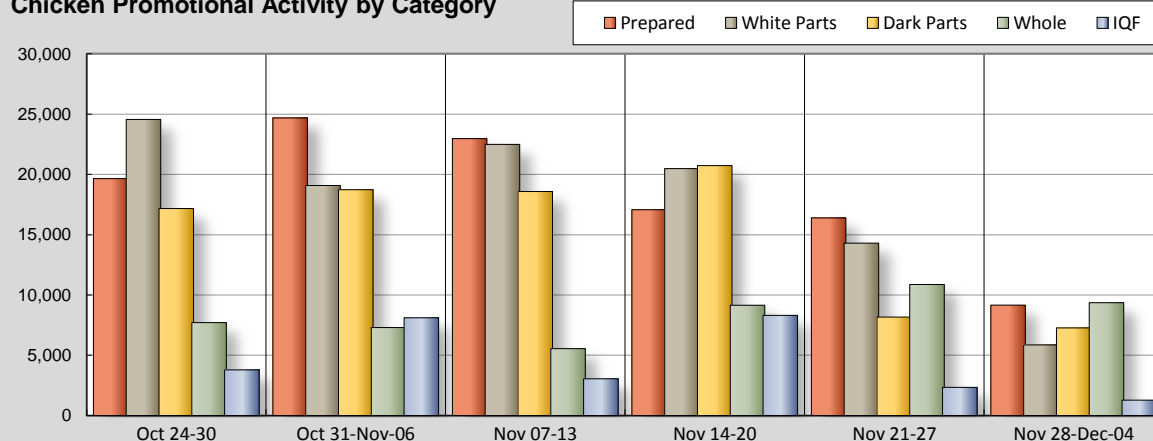
Fri. Nov 28, 2014

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	<b>50.8% of 22,900 outlets</b>		<b>78.0% of 22,900 outlets</b>		<b>78.6% of 23,200 outlets</b>	
<b>Special Rate</b> <sup>4/</sup>	<b>4.8%</b>		<b>3.4%</b>		<b>6.1%</b>	
<b>Activity Index</b> <sup>2/</sup>	<b>32,940</b>		<b>52,260</b>		<b>64,510</b>	
<b>WHOLE BIRD:</b>	<b>Stores</b> <sup>3/</sup>	<b>Wtd Avg</b>	<b>Stores</b> <sup>3/</sup>	<b>Wtd Avg</b>	<b>Stores</b> <sup>3/</sup>	<b>Wtd Avg</b>
bagged fryer	3,190	1.40	1,880	1.30	2,460	1.16
cut-up fryer	300	1.87	370	1.77	510	1.50
bagged roaster	2,790	1.45	4,150	1.46	5,660	1.37
Cornish (frs/frz)	3,080	2.52	4,470	2.36	4,010	2.28
<b>PARTS:</b>						
<b>Bnls/Sknls Breast</b>						
regular pack	590	3.42	6,150	3.37	5,980	2.71
value pack	2,660	2.72	3,110	2.64	3,380	2.44
thin sliced	330	4.05	930	4.06	1,480	3.52
marinated			160	3.79		
<b>Breast Tenders</b>						
regular pack	360	3.97	1,550	4.40	2,380	3.16
value pack	140	2.95	440	2.80	200	2.62
<b>Split, bn-in Breast</b>						
regular pack	50	2.80	140	2.12	1,690	1.86
value pack	700	1.83	420	1.55	900	1.58
<b>Whole Wings</b>	1,030	2.45	1,400	2.79	1,660	2.30
<b>Leg Quarters</b>						
tray pack	1,190	1.55	1,030	1.53	1,390	1.06
bagged	1,080	0.85	670	0.73	1,450	0.60
<b>Legs</b>	120	0.99	250	1.19	320	1.20
<b>Thighs</b>						
regular pack	530	1.54	750	1.59	1,680	1.61
value pack	1,210	1.48	1,280	1.41	1,690	1.46
<b>Drumsticks</b>						
regular pack	520	1.51	930	1.47	1,850	1.53
value pack	2,130	1.29	1,760	1.29	2,600	1.28
<b>Bnls/Sknls Thighs</b>						
regular pack	160	3.74	830	2.50	1,040	2.21
value pack	330	2.75	670	2.42	590	2.59
<b>9-pc Combos</b>						
drum-thigh-breast						
drum-thigh-wing	10	1.89	190	1.81	80	0.98
<b>IQF</b>						
<b>B/S Breast</b>	430	2.36	860	2.57	950	2.56
<b>Tenders</b>	220	2.18	220	2.83	670	2.59
<b>Wings</b>	320	2.51	850	2.36	1,000	2.33
<b>Party Wings</b>	310	2.39	410	2.19	440	2.42

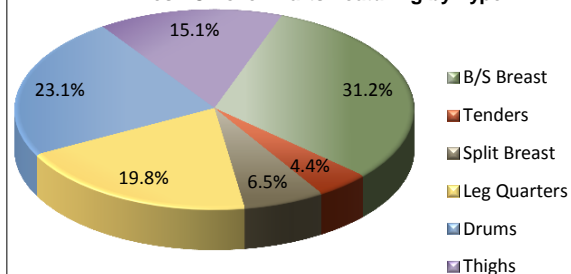
## This Week's Chicken Feature Highlights

In traditional fashion promotional activity for retail chicken following the Thanksgiving holiday is significantly lower, but the number of stores offering 'no price' incentives are slightly higher. Many retailers seem to be taking a wait and see stance as the holiday passes. Bagged fryers regrouped from last week while the remaining whole bird types decline in number. Offers in white parts and IQF decline but dark parts maintain steady levels. The deli is quiet as shoppers continue to feast on holiday leftovers. Specialty move higher on offerings, organics fall back. There are only a few days left until the new month arrives and the next big holiday storm surge begins.

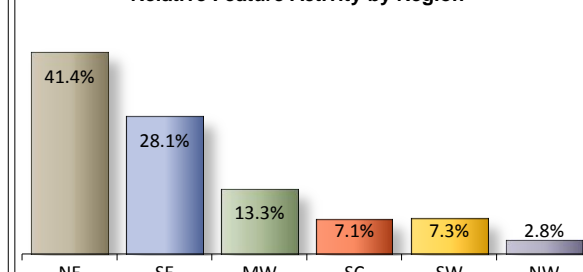
## Chicken Promotional Activity by Category



## Fresh Chicken Parts Featuring by Type



## Relative Feature Activity by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

<sup>1/</sup> **Feature Rate**: the amount of sampled stores advertising any reported chicken item during the current week, expressed as a percentage of the total sample. <sup>2/</sup> **Activity Index**: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised chicken item (e.g., a retailer with 100 outlets featuring 3 chicken items has an activity index of 300). <sup>3/</sup> **Stores/Avg**: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. <sup>4/</sup> **Special Rate**: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Nov 28, 2014

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)				SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)				MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			
Feature Rate <sup>1/</sup> Special Rate <sup>4/</sup> Activity Index <sup>2/</sup>		78.1% of 4,700 sampled outlets 16.2% of stores w/ no-price promotions Activity Index = 10,800				67.5% of 5,900 sampled outlets 3.0% of stores w/ no-price promotions Activity Index = 7,850				44.8% of 4,200 sampled outlets 1.3% of stores w/ no-price promotions Activity Index = 3,310			
WHOLE BIRD:		Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg	
			4/				4/				4/		
bagged fryer		0.99 - 1.89	1,410	1.41		1.08 - 1.59	1,140	1.48		1.19 - 1.89	310	1.34	
cut-up fryer		1.48 - 1.99	180	1.96						1.69 - 1.85	120	1.73	
bagged roaster		0.88 - 1.79	1,390	1.44		1.19 - 1.69	1,210	1.42		1.39 - 1.79	190	1.64	
Cornish (frs/frz)		1.98 - 2.99	360	2.31		2.00 - 2.80	2,220	2.59		2.17 - 2.90	480	2.35	
PARTS:		Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg
Bnls/Sknls Breast													
regular pack		2.99 - 3.79	2.99 - 4.99	290	3.64		2.49 - 2.99	60	2.57	2.99 - 4.99	1.99 - 3.29	140	3.98
value pack		1.99 - 3.59	1.49 - 3.69	1,390	2.77	3.69	1.79 - 2.99	240	2.84		1.99 - 2.99	710	2.72
thin sliced		3.99	3.47 - 5.49	250	4.15		3.49	40	3.49				
marinated													
Breast Tenders													
regular pack			2.99 - 4.59	290	3.99					3.79 - 4.99		50	4.29
value pack			2.49 - 3.79	90	3.08		3.79	20	3.79				
Split, bn-in Breast													
regular pack		1.99 - 2.99		50	2.80								
value pack		1.99	1.68 - 1.99	540	1.87					1.79	1.69	140	1.71
Whole Wings													
		2.59	2.48 - 2.77	100	2.54		1.69 - 2.99	660	2.54		2.59 - 2.99	60	2.95
Leg Quarters													
tray pack		0.59	0.58 - 1.49	450	1.36		1.49 - 1.69	680	1.68		1.69	50	1.69
bagged		0.69	0.59 - 0.99	800	0.90					0.59 - 0.89		170	0.78
Legs													
0.99				120	0.99								
Thighs													
regular pack		1.39 - 2.49	1.49 - 1.99	360	1.75		0.99	10	0.99		0.99	120	0.99
value pack		0.99 - 1.39		350	1.20		0.99 - 1.69	670	1.68		0.99 - 1.69	170	1.27
Drumsticks													
regular pack		1.39 - 2.49	1.49 - 1.99	340	1.74		0.99	10	0.99		0.99	120	0.99
value pack		0.99 - 1.39	0.49 - 1.49	1,150	1.13		0.99 - 1.69	670	1.68		0.99 - 1.69	170	1.27
Bnls/Sknls Thighs													
regular pack		2.69	1.99 - 3.99	160	3.74								
value pack		2.69 - 2.99	1.97 - 2.69	330	2.75								
9-pc Combos													
drum-thigh-breast													
drum-thigh-wing										1.89		10	1.89
IDF	B/S Breast		1.59	10	1.59		2.33 - 2.49	80	2.47		2.50	200	2.50
	Tenders						2.33	10	2.33		1.99	50	1.99
	Wings	2.67	1.99	190	2.60		1.39 - 2.49	130	2.38				
	Party Wings	1.96	1.74 - 2.50	200	2.38					2.40		50	2.40



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(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Nov 28, 2014

		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)				SOUTHWEST U.S. (CA,HI,NV)				NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)			
Feature Rate <sup>1/</sup>		18.1% of 4,200 sampled outlets				35.3% of 2,800 sampled outlets				31.0% of 1,200 sampled outlets			
Special Rate <sup>4/</sup>		2.8% of stores w/ no-price promotions				0.0% of stores w/ no-price promotions				0.0% of stores w/ no-price promotions			
Activity Index <sup>2/</sup>		Activity Index = 1,170				Activity Index = 640				Activity Index = 10			
WHOLE BIRD:		Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg	
			4/				4/				4/		
bagged fryer		0.96 - 1.29	290	1.11		0.99 - 1.29	30	1.24		1.29	10	1.29	
cut-up fryer													
bagged roaster													
Cornish (frs/frz)		2.18	10	2.18		2.24 - 2.49	10	2.37					
PARTS:		Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg
Bnls/Sknls Breast													
regular pack			2.50 - 2.69	90	2.52		2.50	10	2.50		2.50		2.50
value pack			1.99 - 2.99	150	2.69		2.19	170	2.19				
thin sliced							3.99	40	3.99				
marinated													
Breast Tenders													
regular pack		2.99		20	2.99								
value pack			1.99	30	1.99								
Split, bn-in Breast													
regular pack													
value pack			1.49	20	1.49								
Whole Wings			1.99	40	1.99		1.99	170	1.99				
Leg Quarters													
tray pack			0.58	10	0.58								
bagged			0.49 - 0.79	70	0.59		0.69	40	0.69				
Legs													
Thighs													
regular pack							1.39	40	1.39				
value pack			1.29	20	1.29								
Drumsticks													
regular pack			0.79	10	0.79		1.39	40	1.39				
value pack			0.59 - 1.29	70	0.90		0.59 - 0.99	70	0.76				
Bnls/Sknls Thighs													
regular pack													
value pack													
9-pc Combos													
drum-thigh-breast													
drum-thigh-wing													
ID	B/S Breast		1.60 - 2.53	130	2.15		2.33	10	2.33		2.33		2.33
	Tenders		1.99 - 2.53	150	2.23		2.33	10	2.33		2.33		2.33
	Wings												
	Party Wings		2.40	60	2.40								



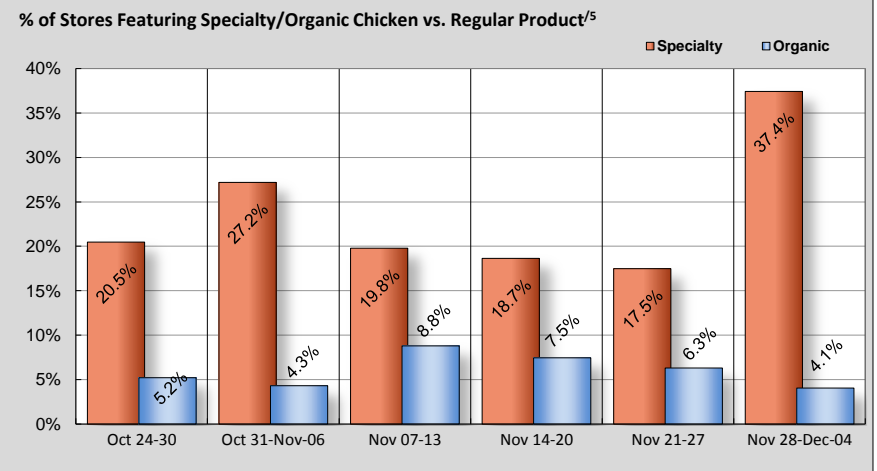
PREPARED FOODS NATIONAL SUMMARY							Prepared Chicken Featuring by Category		Whole Bird Featuring Fresh versus Prepared		Feature Rate Comparison % of Stores w/ Ads by Category ■ Regular ■ Prepared ■ Specialty ■ Organic										
	THIS WEEK		LAST WEEK		LAST YEAR																
Feature Rate <sup>1/</sup>	20.2% of 22,900 outlets		34.3% of 22,900 outlets		36.1% of 23,200 outlets																
Activity Index <sup>2/</sup>	9,160		16,390		18,450																
	Stores Wtd Avg		Stores Wtd Avg		Stores Wtd Avg																
ROTISSERIE:																					
Whole Bird																					
< 2 lbs. 480 4.95 1,090 6.41 3,590 6.56																					
2.1-3.0 lbs. 1,210 7.16 3,160 7.93 650 6.99																					
Whole Breast 140 3.49 320 2.99 390 3.34																					
Leg Quarter 40 2.18 40 2.18 40 1.88																					
FRIED & BAKED:																					
Fried 8-Piece Mix 1,690 6.58 3,200 6.86 2,590 6.78																					
Baked 8-Piece Mix 130 7.99 1,440 6.80 1,710 6.93																					
F/B 8-Piece Dark 930 5.00 1,400 5.30 1,550 5.07																					
F/B 12-Piece 70 8.99 270 9.71 210 8.48																					
Bulk Pack (\$/piece) 410 0.77 230 0.94 370 0.73																					
Wings: bone-in 1,800 5.51 2,970 5.42 2,730 5.19																					
boneless 850 3.47 1,310 3.69 1,920 5.15																					
Tenders 1,290 6.67 960 5.53 2,560 5.10																					
Strips 30 4.99 140 5.00																					
Popcorn 90 1.99																					
NORTHEAST U.S.							SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate <sup>1/</sup> 16.3% of 4,700 sampled outlets							22.4% of 5,900 sampled outlets			18.7% of 4,200 sampled outlets			14.5% of 4,200 sampled outlets			23.2% of 2,800 sampled outlets			42.2% of 1,200 sampled outlets		
Activity Index <sup>2/</sup> Activity Index = 1,560							Activity Index = 4,110			Activity Index = 920			Activity Index = 1,210			Activity Index = 1,080			Activity Index = 280		
price range stores wtd avg							price range stores wtd avg			price range stores wtd avg			price range stores wtd avg			price range stores wtd avg			price range stores wtd avg		
ROTISSERIE:																					
Whole Bird																					
< 2 lbs. 4.98 - 9.99 350 5.13 4.00 80 4.00 4.00 - 6.49 50 5.22																					
2.1-3.0 lbs. 4.99 - 7.99 70 6.82 5.99 - 8.99 1,050 7.23 5.99 - 6.99 90 6.57																					
Whole Breast 3.49 140 3.49																					
Leg Quarter 2.18 40 2.18																					
FRIED & BAKED:																					
Fried 8-Piece Mix 5.99 - 7.99 260 7.36 5.99 - 6.99 840 6.01 4.99 - 7.99 330 6.09 7.99 - 8.99 90 8.79 7.99 40 7.99																					
Baked 8-Piece Mix 5.00 210 5.00 5.00 40 5.00 5.00 10 5.00 5.00 340 5.00 5.00 330 5.00																					
F/B 8-Piece Dark 8.99 70 8.99																					
F/B 12-Piece																					
Bulk Pack (\$/piece) 0.90 40 0.90 0.89 - 0.93 90 0.89 0.59 - 1.06 260 0.68 1.00 20 1.00																					
Wings: bone-in 5.00 - 5.99 220 5.61 4.99 - 5.99 780 5.92 4.99 - 5.99 100 5.71 3.99 - 5.00 360 4.95 5.00 330 5.00																					
boneless 3.33 80 3.33 3.33 40 3.33 3.33 - 5.99 50 5.13 3.33 340 3.33 3.33 330 3.33																					
Tenders 4.99 - 5.99 80 5.09 4.99 - 6.99 1,100 6.95 4.99 30 4.99 4.99 60 4.99 4.99 - 5.99 50 5.25																					
Strips																					
Popcorn 1.99 70 1.99 1.99 20 1.99																					



**USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken**  
**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/28 thru 12/04.**  
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Nov 28, 2014

	NATIONAL SUMMARY					
	SPECIALTY CHICKEN			USDA ORGANIC CHICKEN		
	THIS WEEK	LAST WEEK	LAST YEAR	THIS WEEK	LAST WEEK	LAST YEAR
<b>Feature Rate</b> <sup>1/</sup>	13.5% of 22,900 outlets	17.8% of 22,900 outlets	10.3% of 23,200 outlets	2.1% of 22,900 outlets	5.3% of 22,900 outlets	2.1% of 23,200 outlets
<b>Activity Index</b> <sup>2/</sup>	<b>5,400</b>	<b>3,690</b>	<b>4,670</b>	<b>530</b>	<b>1,210</b>	<b>290</b>
	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg
Whole Fryer	2,140 2.19	550 2.55	1,010 1.97	170 2.99	10 3.49	10 2.99
Bnls/Sknls Breast	1,600 5.50	1,700 4.55	1,060 5.05	150 8.46	400 7.46	250 6.99
Breast Tenders	20 3.49	240 3.95	280 5.28		120 7.99	
Split, bn-in Breast	50 2.38	140 2.91	130 3.75			
Whole Wings	10 1.99	240 3.91	220 3.44			
Leg Quarters			10 2.99	-- --	-- --	-- --
Legs		60 2.99	130 2.37			
Thighs	640 1.90	240 2.21	730 2.47	20 2.29	20 2.29	
Drumsticks	750 1.83	270 2.15	760 2.43	190 2.92	290 3.87	10 2.99
B/S Thighs	190 3.51	250 3.87	340 2.99		370 5.99	20 5.74



<sup>5/</sup>: % = total store count for Specialty items/by total store count for the same set of regular items.

	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
<b>Feature Rate</b> <sup>1/</sup>	25.1% of 4,700 sampled outlets			27.4% of 5,900 sampled outlets			5.9% of 4,200 sampled outlets			0.3% of 4,200 sampled outlets			0.2% of 2,800 sampled outlets			2.5% of 1,200 sampled outlets		
<b>Activity Index</b> <sup>2/</sup>	<b>Activity Index = 2,640</b>			<b>Activity Index = 2,400</b>			<b>Activity Index = 260</b>			<b>Activity Index = 40</b>			<b>Activity Index = 60</b>			<b>Activity Index = 0</b>		
	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg
Whole Fryer	1.69 - 2.49	1,030	1.90	2.49	1,070	2.49	1.49 - 1.69	30	1.59	1.69	10	1.69						
Bnls/Sknls Breast	2.99 - 6.99	190	5.74	2.99 - 5.99	1,200	5.76	2.99 - 3.99	180	3.86	2.98 - 2.99	20	2.99	2.99 - 4.98	10	3.99			
Breast Tenders	3.99	10	3.99							2.98	10	2.98						
Split, bn-in Breast	2.69 - 2.99	20	2.80				1.89 - 2.29	30	2.09									
Whole Wings													1.99	10	1.99			
Leg Quarters																		
Legs																		
Thighs	1.69 - 3.99	610	1.86	1.99	20	1.99							3.98	10	3.98			
Drumsticks	1.69 - 2.49	600	1.82	1.49 - 1.99	110	1.60	1.49	10	1.49				1.99 - 3.98	30	2.99			
B/S Thighs	2.99 - 3.69	180	3.53				3.29	10	3.29									
<b>ORGANIC</b>	6.6% of 4,700 sampled outlets <b>Activity Index = 480</b>			0.0% of 5,900 sampled outlets <b>Activity Index = 0</b>			0.4% of 4,200 sampled outlets <b>Activity Index = 40</b>			0.0% of 4,100 sampled outlets <b>Activity Index = 0</b>			5.0% of 2,800 sampled outlets <b>Activity Index = 10</b>			0.7% of 1,200 sampled outlets <b>Activity Index = 0</b>		
Whole Fryer	2.99	170	2.99															
Bnls/Sknls Breast	8.49	140	8.49										7.99	10	7.99			
Breast Tenders																		
Split, bn-in Breast																		
Whole Wings																		
Legs																		
Thighs							2.29	20	2.29									
Drumsticks	2.99	170	2.99				2.29	20	2.29									
B/S Thighs																		

Specialty products are produced from chickens raised on an all vegetable diet without antibiotics and are minimally processed. USDA Certified Organic are products grown and processed according to USDA's national organic standards and certified by USDA-accredited State and private certification organizations. For more information, visit <http://www.ams.usda.gov/nop/>.